

Application Serial No.09/725,080

Docket No. 0307091.0105**B. CLAIM AMENDMENTS**

1. (Currently Amended) A programmable apparatus comprising:
 - a. a reader to receive input data from a user, said reader being capable of processing input and output from a smart card, wherein said input data comprises customer information, vehicle information, maintenance schedule information, coupon information, a personal identification number (PIN), and administrator data that permit functions to be performed that are reserved for a system administrator;
 - b. entering means to enter supplemental data that are different from the input data, wherein said supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion;
 - c. transmitting means to transmit the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer, wherein said transmitting means is selected from

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- the group comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication;
- d. generating means to generate response data from the data management system, based in part on the input data and the supplemental data, wherein said response data comprises recommended services, a savings amount during a visit, and total savings amount to date, and further wherein the data management system comprises a vehicle dealership management system;
 - e. displaying means to display data comprising the input data, the supplemental data, response data and pop up video clips, wherein the displayed data includes the selectively offered incentives;
 - f. updating means to update the input data based in part on the supplemental data and the response data;
 - g. storing means to store the updates input data, wherein said storing means is selected from a group comprising a dealer database system and a portable data storage device, said portable data storage device further selected from a group comprising: a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device;
 - h. checking means to check access authorization of the input data from the user;

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- i. selecting means to select a language from a plurality of choices for use in any printed and displayed text; and
- j. printing means to print the input data, supplemental data and the response data.

Claims 2-14 (Cancelled)

15. (Currently Amended) A programmable apparatus comprising:
- a. receiving means to receive input data from a user;
 - b. entering means to enter supplemental data that are different from the input data;
 - c. transmitting means to transmit the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer;
 - d. generating means to generate response data from the data management

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- system, based in part on the input data and the supplemental data;
- e. displaying means to display the input data, the supplemental data and the response data, wherein the displaying means display the selectively offered incentives;
 - f. updating means to update the input data based in part on the supplemental data and the response data;
 - g. storing means to store the updated input data; and
 - h. selecting means to select a language from a plurality of choices for use in any printed and displayed text.

Claims 16-29 (Cancelled)

30. (Currently Amended) A programmable apparatus comprising:

- a. a smart card system (SCS) adapted to store and access information regarding vehicle dealership activities;
- b. a vehicle dealership management system (DMS) electronically communicating with the smart card system, the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively

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offered based at least in part on a vehicle maintenance schedule for a customer;

- c. a communication link between the SCS and DMS; and
- d. selecting means to select a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives,

where the SCS comprises:

- 1. a plurality of smart cards,
- 2. a smart card reader, adapted to read the smart cards,
- 3. a data entry station, communicating with the smart card reader, and
- 4. a printer, communicating with the data entry station, and wherein the communication link is selected from the groups comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication.

31. (Currently Amended) A system integration method executed by a programmable apparatus comprising:

- a. receiving input data, through a reader, from a user, said reader being capable of processing input and output from a smart card, wherein said input data comprises customer information, vehicle information,

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- maintenance schedule information, coupon information, a personal identification number (PIN), and administrator data that permit functions to be performed that are reserved for a system administrator;
- b. entering supplemental data that are different from the input data, wherein said supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion;
- c. transmitting the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer, wherein the input data and the supplemental data are transmitted through a transmitting means that is selected from the group comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication;
- d. generating with a programmable apparatus response data from the data management system, based in part on the input data and the supplemental data, wherein said response data comprises recommended services, a

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savings amount during a visit, and total savings amount to date, and further wherein the data management system comprises a vehicle dealership management system;

- e. displaying data comprising the input data, the supplemental data, response data and pop up video clips, wherein the displayed data includes the selectively offered incentives;
- f. updating the input data based in part on the supplemental data and the response data;
- g. storing the updated input data, wherein the updated input data is stored using storing means that is selected from a group comprising a dealer database system and a portable data storage device, said portable data storage device further selected from a group comprising: a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device;
- h. checking access authorization of the input data from the user;
- i. selecting a language from a plurality of choices for use in any printed and displayed text; and
- j. printing the input data, supplemental data and the response data.

Claims 32-44 (Cancelled)

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45. (Currently Amended) A system integration method executed by a programmable apparatus comprising:

- a. receiving input data from a user;
- b. entering supplemental data that are different from the input data;
- c. transmitting the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer;
- d. generating with a programmable apparatus response data from the data management system, based in part on the input data and the supplemental data;
- e. displaying data including the input data, the supplemental data and the response data, wherein the displayed data includes the selectively offered incentives;
- f. updating the input data based in part on the supplemental data and the response data;
- g. storing the updated input data; and

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- h. selecting a language from a plurality of choices for use in any printed and displayed text.

Claims 46-59 (Cancelled)

- 60. (Currently Amended) A method for a programmable apparatus comprising:
 - a. storing and accessing information regarding vehicle dealership activities with a smart card system (SCS);
 - b. communicating between a vehicle dealership management system (DMS) and the smart card system using a communication link between the SCS and DMS, the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer; and
 - c. selecting a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives,
where the SCS comprises:
 - 1. a plurality of smart cards,

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2. a smart card reader, adapted to read the smart cards,
3. a data entry station, communicating with the smart card reader, and
4. a printer, communicating with the data entry station, and wherein the communication link is selected from the groups comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication.

61. (Currently Amended) A machine readable memory medium containing instructions which, when executed by a programmable apparatus, cause the apparatus to perform a system integration method, the method comprising:

- a. receiving input data, through a reader, from a user, said reader being capable of processing input and output from a smart card, wherein said input data comprises customer information, vehicle information, maintenance schedule information, coupon information, a personal identification number (PIN), and administrator data that permit functions to be performed that are reserved for a system administrator;
- b. entering supplemental data that are different from the input data, wherein said supplemental data comprises current mileage, selected customer services, additional contact instructions, additional contact number and promised date and time of completion;
- c. transmitting the input data and the supplemental data to a data

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management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer, wherein the input data and the supplemental data are transmitted through a transmitting means that is selected from the group comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication;

- d. generating response data from the data management system, based in part on the input data and the supplemental data, wherein said response data comprises recommended services, a savings amount during a visit, and total savings amount to date, and further wherein the data management system comprises a vehicle dealership management system; .
- e. displaying data comprising the input data, the supplemental data, response data and pop up video clips, wherein the displayed data includes the selectively offered incentives;
- f. updating the input data based in part on the supplemental data and the response data;
- g. storing the updated input data, wherein the updated input data is stored

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using storing means that is selected from a group comprising a dealer database system and a portable data storage device, said portable data storage device further selected from a group comprising: a smart card, a card with a magnetic memory strip, a bar-code card, a CD-rom card, and a hand-held device;

- h. checking access authorization of the input data from the user;
- i. selecting a language from a plurality of choices for use in any printed and displayed text; and
- j. printing the input data, supplemental data and the response data.

Claims 62-74 (Cancelled)

75. (Currently Amended) A machine readable memory medium containing instructions which, when executed by a programmable apparatus, cause the apparatus to perform a system integration method, the method comprising:

- a. receiving input data from a user;
- b. entering supplemental data that are different from the input data;
- c. transmitting the input data and the supplemental data to a data management system, the data management system configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended

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maintenance services to be performed on a vehicle by a vehicle service entity associated with the data management system, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer;

- d. generating response data from the data management system, based in part on the input data and the supplemental data;
- e. displaying data including the input data, the supplemental data and the response data, wherein the displayed data includes the selectively offered incentives;
- f. updating the input data based in part on the supplemental data and the response data;
- g. storing the updated input data; and
- h. selecting a language from a plurality of choices for use in any printed and displayed text.

Claims 76-89 (Cancelled)

90. (Currently Amended) A machine readable memory medium containing instructions which, when executed by a programmable apparatus, cause the apparatus to perform a system integration method, the method comprising:

- a. storing and accessing information regarding vehicle dealership activities

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- with a smart card system (SCS);
- b. communicating between a vehicle dealership management system (DMS) and the smart card system, using a communication link between the SCS and DMS, the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer;
- c. selecting a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives,
- where the SCS comprises:
1. a plurality of smart cards,
 2. a smart card reader, adapted to read the smart cards,
 3. a data entry station, communicating with the smart card reader, and
 4. a printer, communicating with the data entry station, and wherein the communication link is selected from the groups comprising: radio transmission, cable transmission, the Internet, leased telephone lines, wire, optical fiber, and wireless communication.

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Claims 91-100 (Cancelled)

101. (Currently Amended) A smart card system (SCS) comprising:

- a. a plurality of smart cards,
- b. a smart card reader, adapted to read the smart cards,
- c. a data entry station, communicating with the smart card reader and a dealer management system (DMS), the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer,
- d. a printer, communicating with the data entry station, and
- e. selecting means to select a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives.

Claims 102-115 (Cancelled)

116. (Currently Amended) A system integration method executed by a smart card

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system (SCS) comprising:

- a. receiving input data on a plurality of smart cards,
- b. reading the smart cards with a smart card reader,
- c. entering and displaying data on a data entry station, said data entry station communicating with the smart card reader,
- d. communicating with a dealer management system (DMS), the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer,
- e. printing data with a printer, said printer communicating with the data entry station, and
- f. selecting a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives.

Claims 117-119 (Cancelled)

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120. (Currently Amended) A system integration method executed by a smart card system (SCS) comprising:

- a. receiving input data on a plurality of smart cards,
- b. reading the smart cards with a smart card reader,
- c. entering and displaying data on a data entry station, said data entry station communicating with the smart card reader,
- d. printing data with a printer, said printer communicating with the data entry station,
- e. checking an access authorization of the input data from the user,
- f. displaying pop up video clips, and
- g. selecting a language from a plurality of choices for use in any printed and displayed text;

wherein the data entry station comprises a keyboard, a mouse, and at least one of a kiosk including a computer touch screen with an electronic keyboard and a PC computer with a display screen, and further where the SCS receives:

- a. inputted data comprising customer information, vehicle information, maintenance schedule information, coupon information, personal identification number (PIN), and administrator data that permit functions to be performed that are reserved for a system administrator;
- b. supplemental data comprising current mileage, selected customer services, additional contact instructions, additional contact number and promised

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date and time of completion; and

- c. response data comprising recommended services, a savings amount during a visit, and total savings amount to date;

and further where the SCS is adapted

- a. to store and access information regarding vehicle dealership activities;
- b. to generate data in a user session and store the generated data in the SCS, and to print and to display the generated data; and
- c. to receive input of supplemental data and store the inputted data in the SCS, and to print and display the inputted data; and
- d. to communicate with a dealer management system (DMS), the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer, wherein the displayed data on the data entry station includes the selectively offered incentives.

Claims 121-130 (Cancelled)

131. (Currently Amended) A machine readable memory medium containing

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instructions which, when executed by a smart card system (SCS), cause the SCS to perform a method comprising:

- a. receiving input data on a plurality of smart cards,
- b. reading the smart cards with a smart card reader,
- c. entering and displaying data on a data entry station, said data entry station communicating with the smart card reader,
- d. communicating with a dealer management system (DMS), the DMS configured to provide a customer incentive package with selectively offered incentives, wherein the incentives are at least in part associated with recommended maintenance services to be performed on a vehicle by a vehicle service entity associated with the DMS, wherein the incentives are selectively offered based at least in part on a vehicle maintenance schedule for a customer,
- e. printing data with a printer, said printer communicating with the data entry station, and
- f. selecting a language from a plurality of choices for use in any printed and displayed text, wherein displayed text includes the selectively offered incentives.

Claims 132-135 (Cancelled).

136. (Previously Added) The apparatus of claim 15 where the receiving means